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To: Prosper, Terrie D. (terrie.prosper@cpuc.ca.gov)
Cc:
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Subject: CPUC Launches Lighting Action Plan With Webinar and Success Stories From Lighting Champions: CPUC Press Release

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CPUC LAUNCHES LIGHTING ACTION PLAN WITH WEBINAR AND SUCCESS STORIES FROM LIGHTING CHAMPIONS

SAN FRANCISCO, June 29, 2011 - The California Public Utilities Commission (CPUC) will unveil California's Lighting Action Plan on June 30, 2011, with a webinar launch event that will include opening remarks by the CPUC, highlights on progress to date by lighting champions, and an opportunity for Q&A by attendees.

The Lighting Action Plan implements the lighting goals of the California Energy Efficiency Strategic Plan and focuses on four goals for the lighting sector: policy for market transformation; best practices; end user demand; and research, development, and demonstration.

The webinar begins at 9 a.m. on June 30, 2011. Join at <https://www.livemeeting.com/cc/kema/join?id=FZQWN5&role=attend&pw=welcome>. Once signed up, join the webinar at <https://www.livemeeting.com/cc/kema/join> and enter the following codes: Meeting ID: FZQWN5; Entry Code: welcome. To join the conference, call the Conference Line at 1-877-715-1531 and enter the following code: Conference Code: 795-834-3888.

Lighting is responsible for almost 25 percent of California's electricity use, but the California Energy Efficiency Strategic Plan says that number can be reduced by as much as 80 percent over the next decade.

Said Commissioner Mark J. Ferron, “Instituting lighting best practices today is essential to realizing California’s energy efficiency potential tomorrow. The Lighting Action Plan utilizes experts across the industry - including manufactures, retailers, government officials, and trade associations - to create an effective and actionable path to realize the goals of the Strategic Plan and achieve a 60-80 percent reduction in lighting energy use by 2020.”

The Lighting Action Plan was developed by the “Champions Network,” a sizeable collaborative of nonprofit and for-profit organizations, public utilities, research institutions, and the CPUC. The California Energy Efficiency Strategic Plan – published in 2008 and updated in 2010 by the CPUC – outlines energy goals and efficiency strategies for key market sectors and crosscutting resources like HVAC. It is designed to guide long-term changes in the market by reducing barriers to the adoption of energy efficiency measures until publicly funded intervention is no longer appropriate.

The Lighting Action Plan will identify key actions required to achieve milestones, secure leaders to implement these steps, and track and report on progress against the California Energy Efficiency Strategic Plan. To facilitate comprehension and action by the broadest cross-section of stakeholders, this roadmap relies heavily on graphics and summation. The Lighting Action Plan is based on a literature review, a series of public workshops (related to both new construction and existing buildings), ongoing outreach to key stakeholders, and participation in both state and national efforts.

The Lighting Action Plan will be available at www.cpuc.ca.gov/PUC/energy/Energy+Efficiency/eesp/.

For more information on the CPUC, please visit www.cpuc.ca.gov.

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